

CLAIMS

I Claim:

1. A multi-dimensional method for simulating the alliance of enterprises,
2 said method comprising the steps of
3 analyzing the alliance fitness of an alliance according to a two dimensional
4 process mapping of alliance strategy and performance, said process
5 mapping supposing that enterprises in an alliance strive to achieve a
6 win/win situation, said alliance having at least two enterprises;
7 correlating the structure of said alliance with the strategy and performance
8 mapping in deriving a multi-dimensional spatial representation of said
9 alliance; and
10 predicting various subsequent combination of alliance outcomes with
11 reference to the optimal win/win situation,
12 whereby managerial and alliance resources may targeted at the
13 appropriate stages while ensuring the durability and stability of said
14 alliance.
 2. A multi-dimensional method for simulating the alliance of enterprises
according to claim 1 wherein said two dimensional process mapping correlates
alliance strategies with passive, friendly and hostile attitudes respectively.
 3. A multi-dimensional method for simulating the alliance of enterprises
according to claim 1 wherein said two dimensional process mapping correlates
alliance performance with poor, satisfactory and excellent outcomes
respectively.
 4. A multi-dimensional method for simulating the alliance of enterprises
according to claim 1 wherein the correlation of the structure of said alliance with
the strategy and performance mapping is determined by reference to a
plurality of processes.
 5. A multi-dimensional method for simulating the alliance of enterprises
according to claim 4 wherein said plurality of processes comprise at least one
rationalization process, at least one formation process and at least one failure
process.
 6. A multi-dimensional method for simulating the alliance of enterprises
according to claim 5 wherein said the strategy, structure and performance of an
alliance are correlated the degree of separability of an alliance asset.

- 1 7. A multi-dimensional method for simulating the alliance of enterprises as in
- 2 claim 1 wherein said analysis, correlation and prediction are conducted via at
- 3 least one communication link.
- 1 8. A multi-dimensional method for simulating the alliance of enterprises as in
- 2 claim 1 wherein said communication link is a computer like between enterprises
- 3 and professional advisers.